

Shorr & Associates 1831 Chestnut Street Philadelphia, PA 19103

Contract #	330543

Agency

Product

CPE

Date:

**Schedule Dates** 09/09/12-09/17/12 Advertiser

Pol/J Inslee/D/Governor (16647) Shorr & Associates (2909)

Political - Federal Candidate (1067)

Brand Political Candidate (18969) Salesperson Telerep/Washington DC, Washington DC (1040)

Sales Office Telerep/Washington DC **Buyer Name** D'ETTORRE, MICHAEL Phone/Fax

**Account Types** National/Political

Billing Type Standard Comments JAY INSLEE FOR GOV

JAY INSLEE FOR GOVERNOR, \*\*NO SPOTS CAN AIR ON 9/11\*\*

Seattle (KIRO) 09/07/12 09/19/12

Dana Dixon

06307760

Normal

15.00

\$2,779.50

\$15,750.50

No

**Date Entered** 

Last Modified

**Entered By** 

Headline #

Order Type

Package Deal

Commission %

Commission

**Net Total** 

Sales Tax

Date:

Comments:

CO-OP

Demo

By Broadcast Month Spots Sep. 2012 Grand Total:

24 \$18,530.00 24 \$18,530.00

Rate

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu	We	Th F	r Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	09/12/12-09/14/12	3	:30	5:58A- 7A (PST)				1	1   1	1	i	2	\$455.00	\$910.00	Seattle (KIRO)	6AM NEWS	9/7/12
1.0.1	Closed Preempt	09/12/12														Seattle (KIRO)	Breaking News Interrupt/Spot - CBS - Embassy situation in Lybia	
2.0	Normal Line / Spot	09/17/12-09/17/12	3	:30	5:58A- 7A (PST)		1			İ	İ	1	1	\$455.00	\$455.00	Seattle (KIRO)	6AM NEWS	9/7/12
3.0	Normal Line / Spot	09/10/12-09/14/12	2	:30	5P- 5:30P (PST)		1		1	1	1 ¦	1	2	\$950.00	\$1,900.00	Seattle (KIRO)	5PM NEWS	9/7/12
3.0.1	Closed Preempt	09/10/12					1		     		 	 				Seattle (KIRO)	Sports Over Run/Spot - US Open - tennis ran long	
4.0	Normal Line / Spot	09/17/12-09/17/12	2	:30	5P- 5:30P (PST)		1				I		1	\$950.00	\$950.00	Seattle (KIRO)	5PM NEWS	9/7/12
5.0	Normal Line / Spot	09/10/12-09/13/12	3		6:58P- ENTERTAINMENT TONIGHT		1			1			2	\$675.00	\$1,350.00	Seattle (KIRO)	ENT TONIGHT	9/7/12
6.0	Normal Line / Spot	09/17/12-09/17/12	3	:30	6:58P- ENTERTAINMENT TONIGHT		1		 	I I	 	  -  -	1	\$675.00	\$675.00	Seattle (KIRO)	ENT TONIGHT	9/7/12
7.0	Normal Line / Spot	09/12/12-09/14/12	2		11:35P- LATE SHOW WITH DAVID LETTERMAN				1 1	1   1	1	 	3	\$465.00	\$1,395.00	Seattle (KIRO)	D LETTERMAN	9/7/12
8.0	Normal Line / Spot	09/17/12-09/17/12	2		11:35P- LATE SHOW WITH DAVID LETTERMAN		1			 	1	1	1	\$465.00	\$465.00	Seattle (KIRO)	D LETTERMAN	9/7/12

KIRO-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.

Accepted-Station:

Accepted-Agency/Advertiser:

Shor 1831	KIRO-TV, 2807 Thir Seattle, W	d Avenue	Sched Adver Agence Produce Brand Salesp Sales Buyer Phone CPE	cy cct person Office Name b/Fax int Types	330543 09/09/12-09/17 Pol/J Inslee/D/C Shorr & Associa Political - Federa Political Candida Telerep/Washin D'ETTORRE,MIC / N/A National/Politica Standard JAY INSLEE FOR C	Governmentes (2 al Care (1 gton gton CHAEI	2909) ndida 8969 DC, \ DC	) te (1067 I) Washingt	on D	`	0)	Date Ent Last Moc Entered CO-OP Headline Demo Order Ty Package Commiss Commiss Net Tota Sales Ta:	dified By  #  /pe Deal sion %	09/07/12 09/19/12 Dana Dixon No 06307760 Normal 15.00 \$2,779.50 \$15,750.50		Seattle (KIRO) By Broadcast Month Sep. 2012 Grand Total:	24 24	Rate \$18,530.00 \$18,530.00
Line	Line Type / Break Type (Ref #)	Dates	Sec Lo	ength	Run Times	SPW	Mo	Tu We	Th	Fr S	a Su	Spots	Rate	Total		Station	Comments	Entered
	Line Type / Break Type (Ref #)		Sec Lo	ength :30 11P- 1		SPW	Мо	Tu We	Th	Fr S	a Su	Spots 1	Rate \$980	Total	0 Seattle (KI	Station II:	Comments PM NEWS	Entered 9/7/12
9.0	,, , , , , ,	Dates 09/09/12-09/09/12 09/10/12-09/14/12		:30 11P- 11	Run Times L:35P (PST)	SPW	Mo					Spots 1		\$980.0	D Seattle (KI	RO) 1:		9/7/12
9.0 10.0	Normal Line / Spot	09/09/12-09/09/12	2	:30 11P- 11	L:35P (PST)	SPW						Spots 1 4	\$980	\$980.0 0.00 \$4,400.0		RO) 1:	LPM NEWS	9/7/12 9/19/12
9.0 10.0 11.0	Normal Line / Spot Normal Line / Spot	09/09/12-09/09/12 09/10/12-09/14/12	2 2	:30 11P- 11 :30 11P- 11 :30 11P- 11	L:35P (PST) L:35P (PST)	SPW	1			1		Spots 1 4 1 2	\$980 \$1,100	\$980.0 1.00 \$4,400.0 1.00 \$1,355.0	Seattle (KI	RO) 1: RO) 1: RO) 1:	LPM NEWS	9/7/12
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**CONFIRMATION CONTRACT** 

Comments:

Date:

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Accepted-Station:

Date:

Accepted-Agency/Advertiser: